

EXHIBIT 94
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EXHIBIT 3

**Presentation titled
“Marketing in Mixed Martial
Arts”
(Filed Under Seal)**

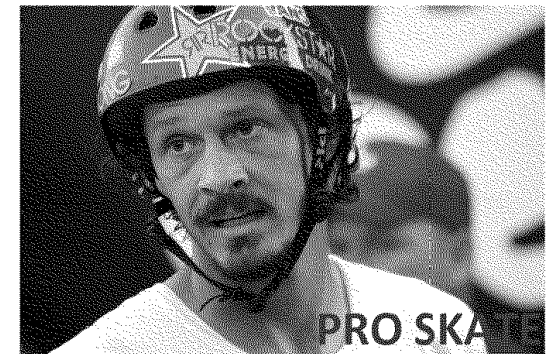
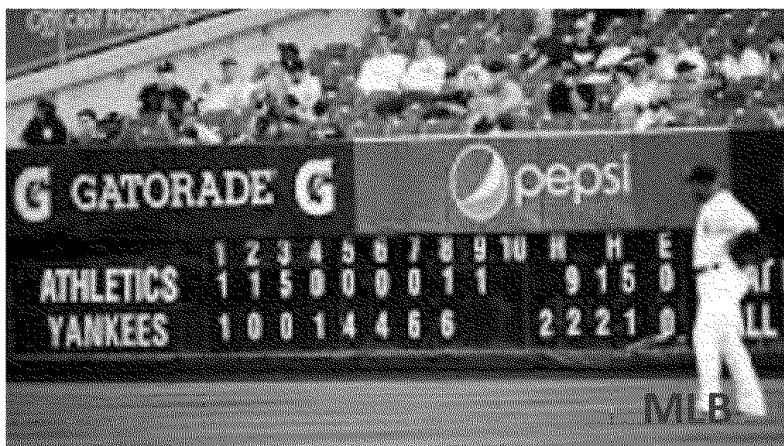
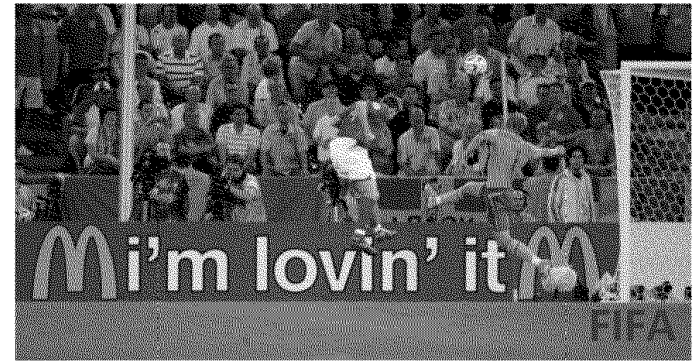
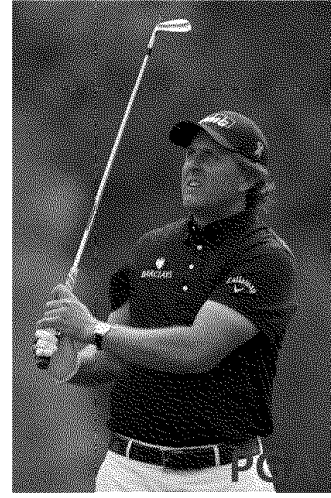
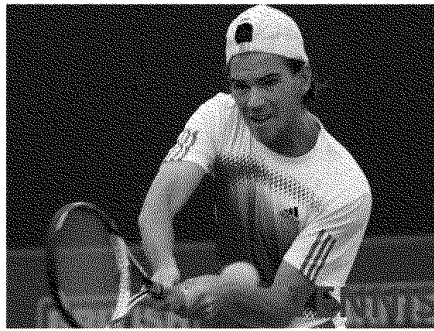
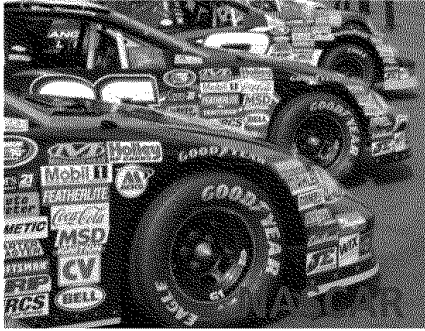
Marketing in Mixed Martial Arts



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MARKETING IN SPORTS

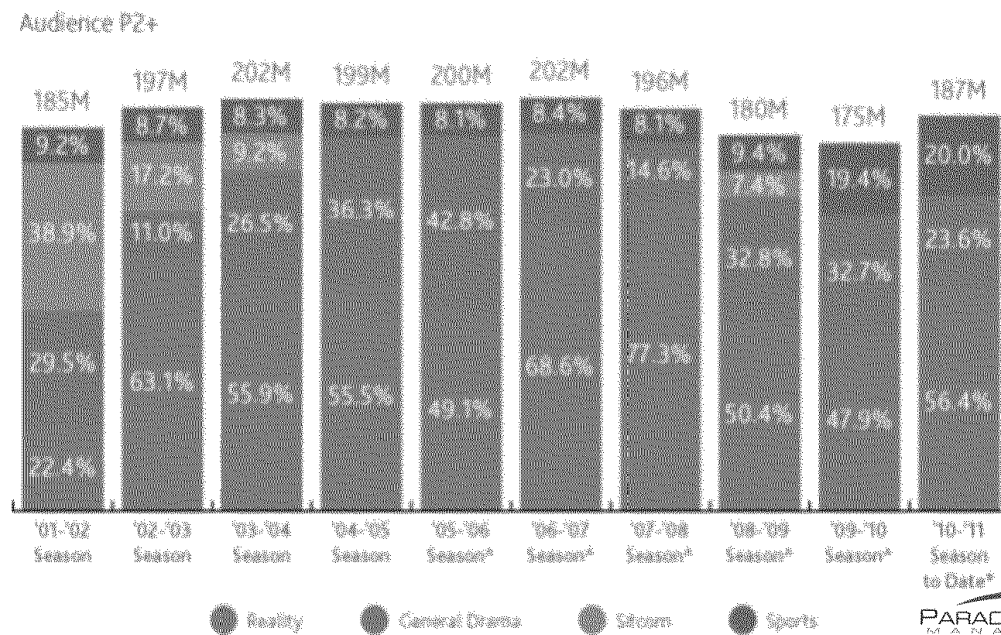


PARADIGM MMA
MANAGEMENT

Sports Marketing

- From 2001-2008 sports events in prime time accounted for approximately 8% of broadcasts.
- In 2009-2010 that number increased to 19.4% Continuing to grow, sports accounted for 20% during the 2010-2011 season.
- In 2009, advertisers spent approx \$7.6 billion on sports advertising; over 43,700 hours of events covered.
 - \$5.62 on Network TV and \$1.97 on Cable TV

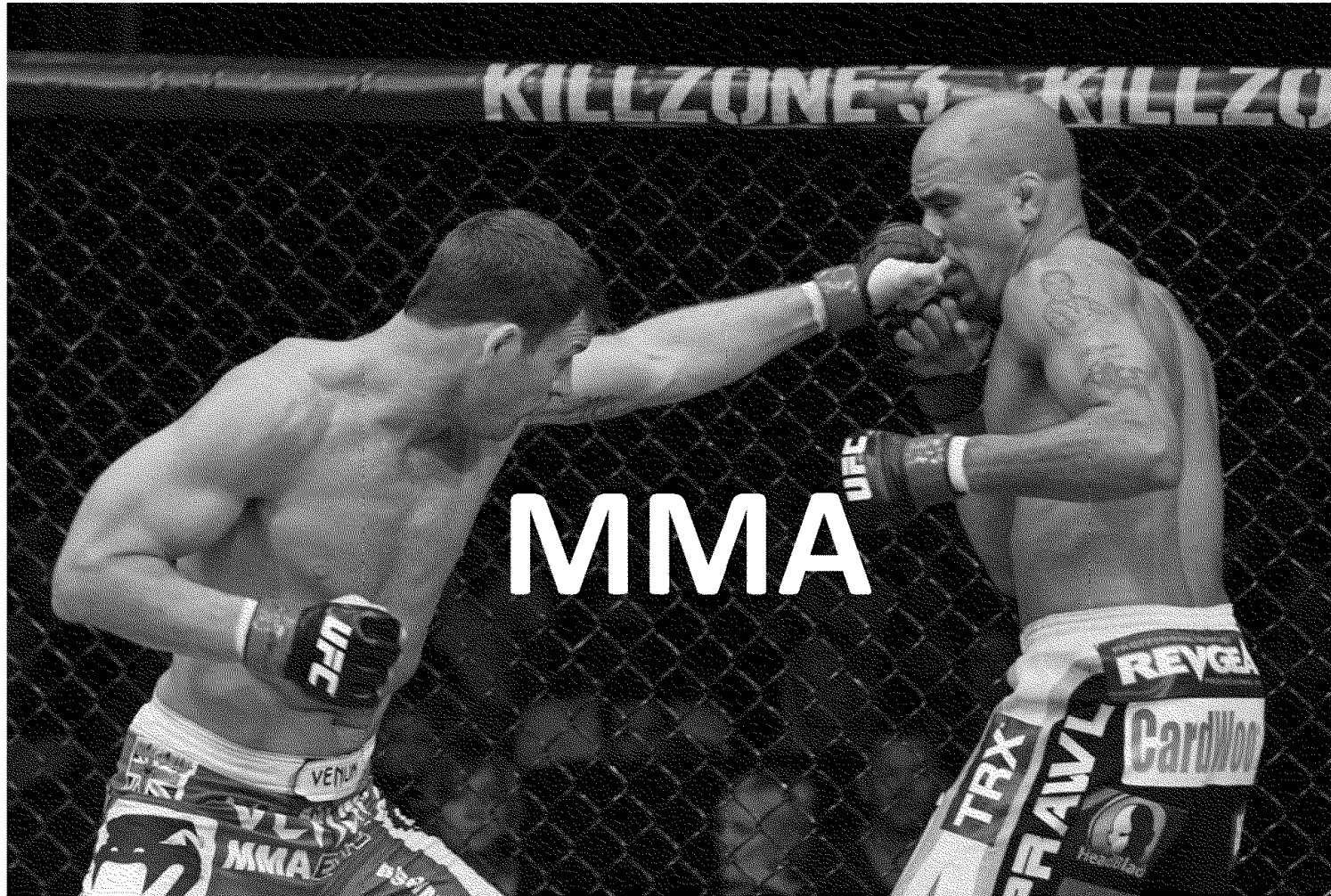
- In the era of instant information sports are the only events on TV that are DVR proof



*Source: Nielsen Media Research

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The Fastest Growing Sport in the World is



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Demographics of Sports

SEX

| | USA Pop. | MLB | NFL | NBA | NHL | MLS | NASCAR | MMA |
|-------|----------|-------|-------|-------|-------|-------|--------|-----|
| Men | 49% | 58.8% | 58.7% | 60.2% | 63.6% | 60.5% | 63.1% | 78% |
| Women | 51% | 41.2% | 41.3% | 39.8% | 36.4% | 39.5% | 36.9% | 22% |

AGE

| | USA Pop. | MLB | NFL | NBA | NHL | MLS | NASCAR | MMA |
|-------|----------|-------|-------|-------|-------|-------|--------|-----|
| 18-34 | 30% | 28% | 29.6% | 31.9% | 33.4% | 37.8% | 29.4% | 53% |
| 35-49 | 25% | 28.8% | 29.1% | 28.9% | 32.1% | 31.8% | 30% | 28% |
| 49+ | 45% | 43.1% | 41.3% | 39.2% | 34.4% | 30.4% | 40.6% | 19% |

*Source: Scarborough Sports Marketing

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Demographics of Sports

RACE

| | USA Pop. | MLB | NFL | NBA | NHL | MLS | NASCAR | MMA |
|------------------|----------|-------|-------|-------|------|-------|--------|-----|
| White | 83% | 84.5% | 83% | 77.6% | 86% | 81.9% | 85.7% | 57% |
| African American | 12% | 10.2% | 11.7% | 16.4% | 8.5% | 11.2% | 9.6% | 14% |
| Hispanic | 14% | 11.5% | 10.9% | 13.9% | 9.1% | 23.2% | 9.4% | 22% |
| Other | 3% | 5.3% | 5.3% | 6.0% | 5.5% | 6.9% | 4.7% | 7% |

INCOME

| | USA Pop. | MLB | NFL | NBA | NHL | MLS | NASCAR | MMA |
|----------|----------|-------|-------|-------|-------|-------|--------|-----|
| < \$25K | 14% | 10.7% | 11% | 11.5% | 8.7% | 11.3% | 12.6% | 15% |
| \$25-35k | 12% | 10.6% | 11.1% | 11.4% | 8.9% | 11.2% | 12.4% | 15% |
| \$35-50k | 19% | 18% | 18.3% | 18.2% | 16.5% | 16.9% | 19.8% | 19% |
| \$50-75K | 18% | 18.2% | 18.4% | 17.7% | 18.6% | 16.7 | 19.3% | 19% |
| \$75K + | 36% | 42.5% | 41.2% | 41.2% | 47.3% | 43.9% | 35.9% | 33% |

*Source: Scarborough Sports Marketing

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MMA Demo Highlights

| | Men | Women | <\$25K | \$25-35K | \$35-50K | \$50-75K | \$75K + |
|-----|-----|-------|--------|----------|----------|----------|---------|
| MMA | 78% | 22% | 15% | 15% | 19% | 19% | 33% |

| | 18-24 | 25-35 | 35-49 | 49+ | White | African America | Hispanic | Other |
|-----|-------|-------|-------|-----|-------|-----------------|----------|-------|
| MMA | 24% | 29% | 28% | 19% | 57% | 14% | 22% | 7% |

- Over 50% of fans are under 35 years old
- 33% fans w/ household income over \$75k/yr
- 22% of demo is Hispanic, 2nd only to MLS

*Source: Scarborough Sports Marketing

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MMA Demo

- MMA's young male demo is also tech savvy.
 - They are well above the national average for owning high-tech household items and for planning to buy upgrades:

*fan base approximately 31 million

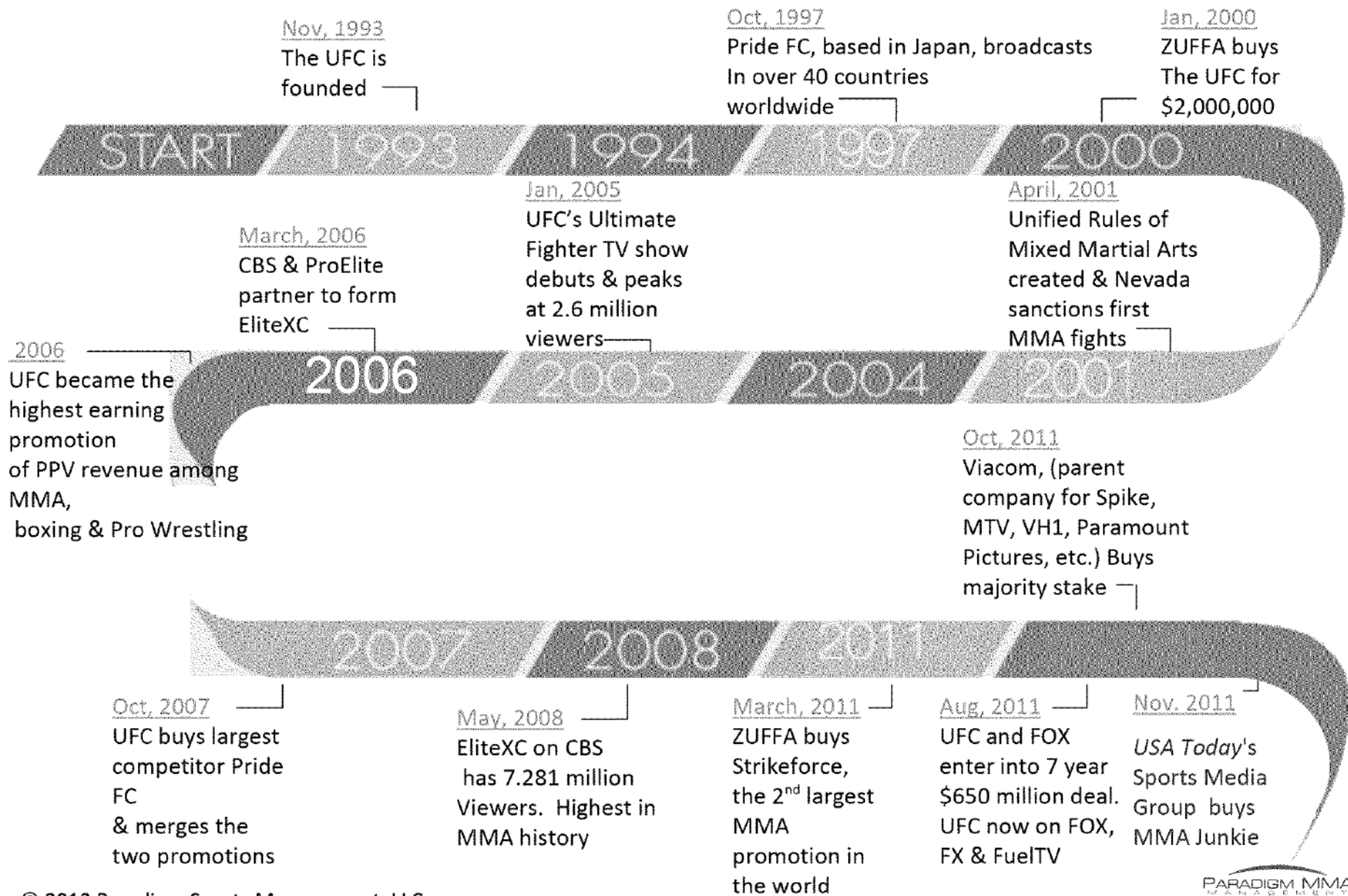
| Household Technology | MMA Fan v National Average: Currently Own | MMA Fans v National Average: Plan to Buy |
|----------------------------|---|--|
| Computer | +8% | +76% |
| Digital Cam | +18% | +52% |
| HDTV | +15% | +68% |
| PDA (Iphone, Android, etc) | +49% | +138% |
| Satellite Radio | +52% | +189% |
| MP3 Player | +44% | +89% |
| Video Game System | +56% | +158% |

*Source: Scarborough Sports Marketing

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MMA Overview and Background



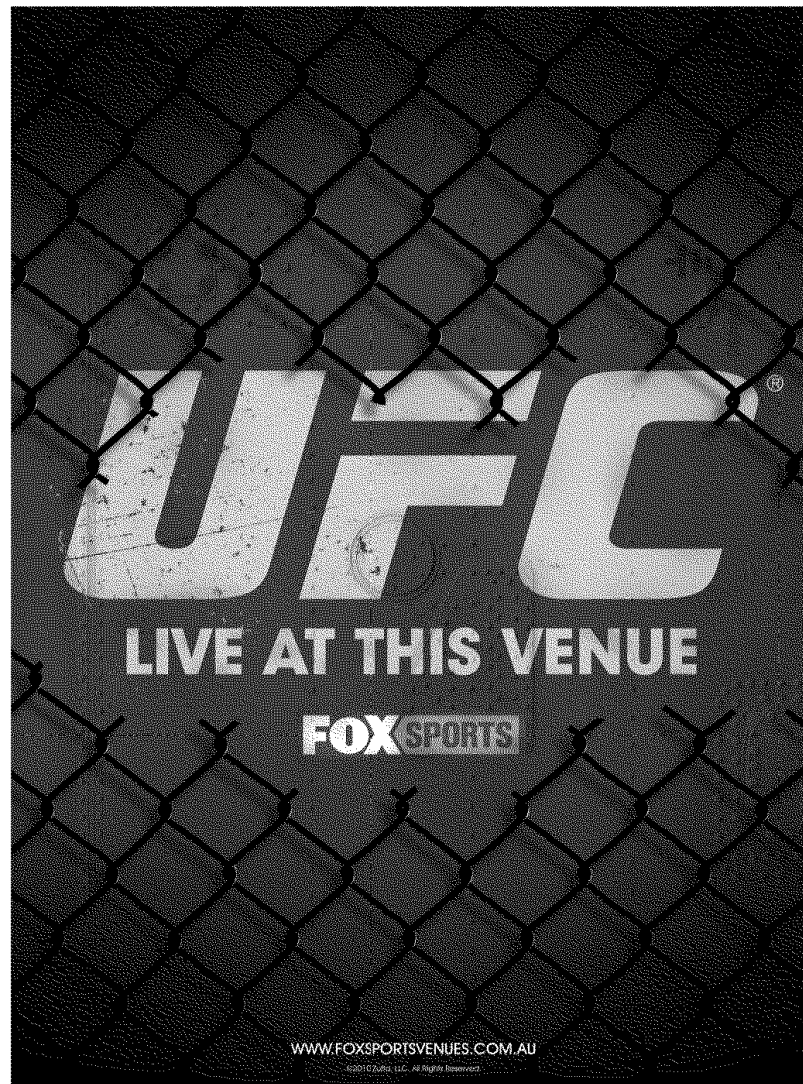


The Largest MMA Promotion in the
World

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UFC & FOX

In July 2011 the UFC and FOX entered into a **7-year** agreement with a total value of **\$650 million**. The deal started in Jan 2012 and FOX is in the midst of vast expansion of their networks surrounding the new UFC programming



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31 UFC Events in 2012

- **13 Fights on Pay-per-view**
 - Undercard fights broadcast on FX and Facebook
- **4 Fights on Fox (Network TV)**
 - Undercard fights broadcast on FX and Facebook
- **6 Fights on FX (Cable TV)**
 - Undercard fights broadcast on Fuel TV and Facebook
- **6 Fights on Fuel TV (Cable TV)**
 - Undercard broadcast on Facebook
- **2013: 40 UFC events are projected**

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Additional UFC Programming

- **TUF: The Ultimate Fighter (Reality Show)**

- Broadcast on FX

- **UFC Countdown**

- PPV Event preview show (Similar to SportsCenter's 24/7)
- Broadcast on FX



- **6 hours of programming per-day on FUEL TV**

- “UFC Tonight”—UFC’s News and Information show
- “UFC Ultimate Insider”—Behind the Scenes News
- “UFC Reloaded”—Re-airs past UFC events
- “UFC Unleashed”—Re-airs past UFC specific fights
- “UFC Weigh-in show”—pre fight weigh-ins for all UFC events (LIVE)
- “UFC Pre/Post Fight Show”—Highlights, interviews and analysis (LIVE)



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PPV Events and Buys in US Market

| Year | # of PPV Events | Total # of Events | Estimated Total Buys* | Average Buys/Event |
|------|-----------------|-------------------|-----------------------|--------------------|
| 2010 | 15 | 24 | 9,250,000 | 616,500 |
| 2011 | 16 | 27 | 6,790,000 | 424,500 |
| 2012 | 13 | 31** | 5,700,000 | 438,500 |

*Average US PPV Buy is viewed by four people

*Figures do not include bars, restaurants, or other commercial purchases

**In 2012 The UFC had a record 18 events on network or cable TV (a reflection of the 1st year of the new FOX agreement)

US TV Viewership

FOX

| Event | Date | Avg. Viewers |
|--------------|----------|--------------|
| UFC on FOX 1 | 11/12/11 | 5,700,000 |
| UFC on FOX 2 | 1/28/12 | 4,700,000 |
| UFC on FOX 3 | 5/5/12 | 2,250,000 |
| UFC on FOX 4 | 8/4/12 | 2,360,000 |
| UFC on FOX 5 | 12/8/12 | 4,400,000 |
| UFC on FOX 6 | 1/26/13 | 4,200,000 |
| UFC on FOX 7 | 4/20/13 | 3,700,000 |

FX

| Event | Date | Avg. Viewers |
|-------------|----------|--------------|
| UFC on FX 1 | 1/20/12 | 1,300,000 |
| UFC on FX 2 | 3/2/12 | 1,400,000 |
| UFC on FX 3 | 6/8/12 | 1,100,000 |
| UFC on FX 4 | 6/22/12 | 1,300,000 |
| UFC on FX 5 | 10/5/12 | 972,000 |
| UFC on FX 6 | 12/15/12 | 1,300,000 |
| UFC on FX 7 | 1/19/13 | 1,900,000 |

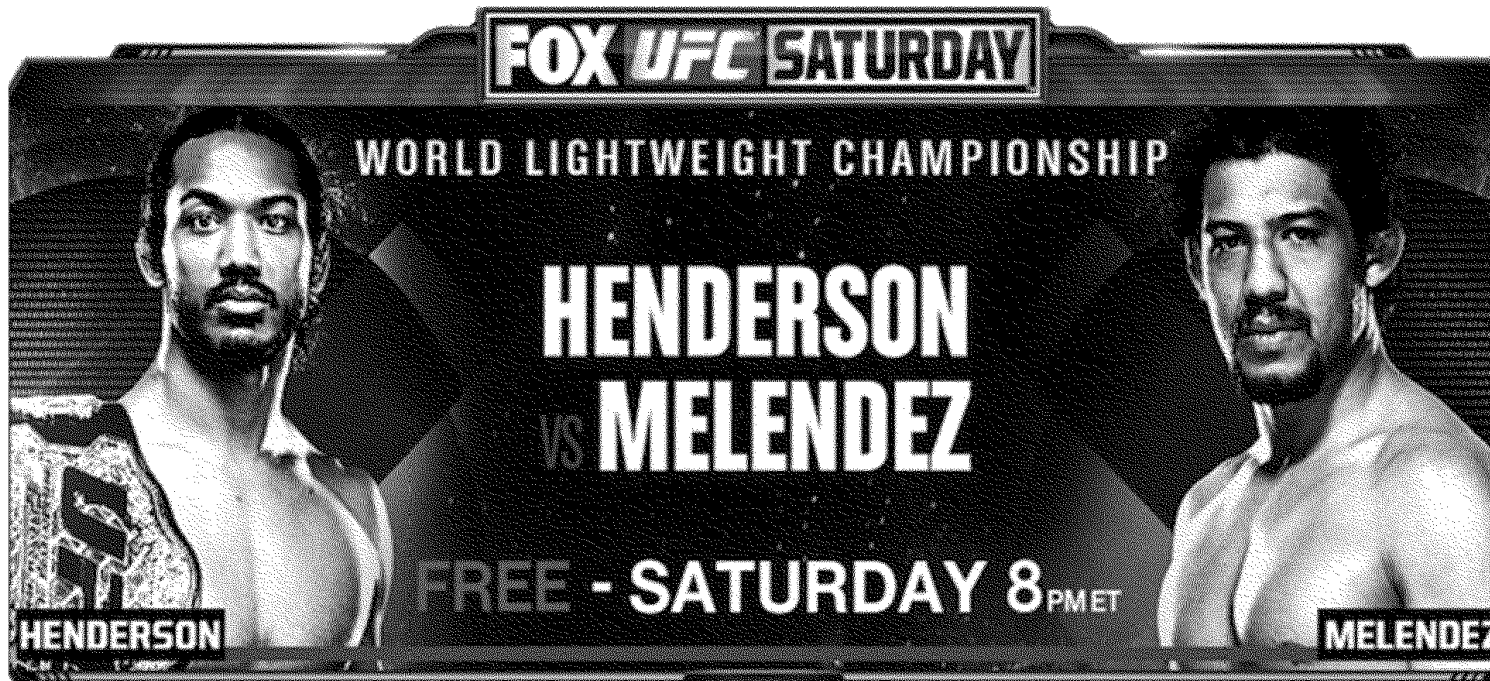
*Source: Nielsen Media Research & MMA Manifesto

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UFC on FOX 7

- Averaged 3.7 million viewers
- Main Event peaked at 4.7 million viewers
- UFC on FOX 7 broadcast was ranked No. 1 overall in the coveted 18-49 demographics



**No promotional help from the NFL on FOX broadcasts that would usually advertise upcoming cards

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International Viewership

- MMA is truly a global sport, while TV numbers internationally are harder to come by, below are some numbers from events aired in Brazil during 2012
 - UFC 142 was watched by over 23 million in Brazil
 - The Ultimate Fighter Brazil (TUF) debuted in 2012 on *Global TV* and had 12 million viewers
 - Bellator 61, (March 16, 2012) was watched by close to 3 million in Brazil.
 - It was the first Bellator event to ever air in that country



International Viewership

In addition to its reach on FOX, UFC programming is broadcast in over 150 countries and territories, to nearly one billion homes worldwide, in 22 different languages.

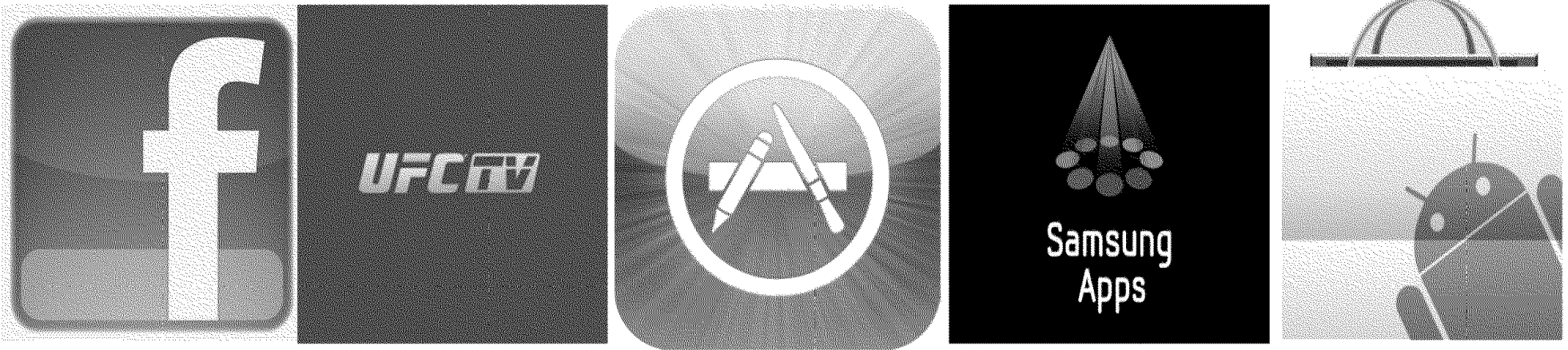


* UFC can be watched online, by PPV, or broadcasted in highlighted countries

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How to Watch

United States, Brazil, Japan, United Kingdom, Germany, France, Australia, Canada, Latin America, Italy, New Zealand, Sweden, Korea)



-Facebook

-Watch over 2 hours of preliminary bouts for free when you “Like” UFC Facebook page

-UFC.TV

-Available on App Store

-Download the UFC.TV app on your iPod, iPad, or iPhone to watch UFC events live.

-Samsung Apps

-Samsung Smart TV On your Samsung Smart TV, select and download the free UFC TV app and link to your current UFC TV subscription.

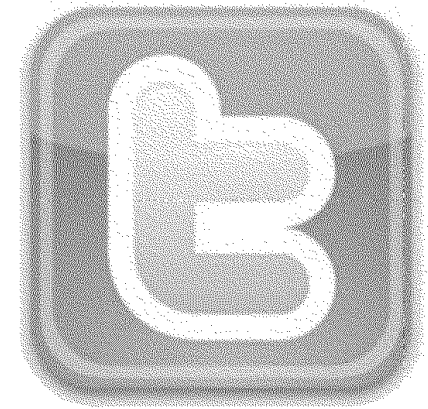
-Android Market

-Download the UFC.TV app on your Android device to watch UFC events live

Social Media vs. Big Four US Sports

The UFC ranks 2nd behind only the NBA in “likes” on Facebook

| | Facebook “likes” in millions |
|------------|------------------------------|
| NBA | 16.10 |
| UFC | 10.20 |
| NFL | 7.00 |
| MLB | 4.50 |
| NHL | 2.66 |





Major Active Sponsors in MMA



DODGE



UNDER ARMOUR®
PERFORMANCE APPAREL



News & Media Outlets

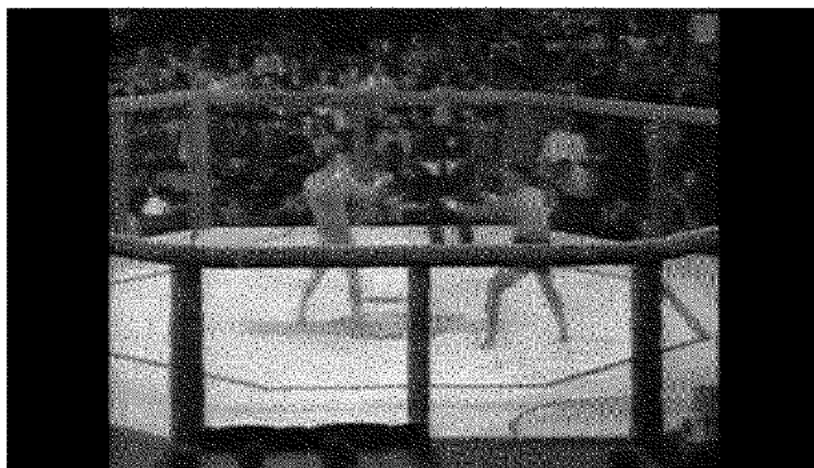
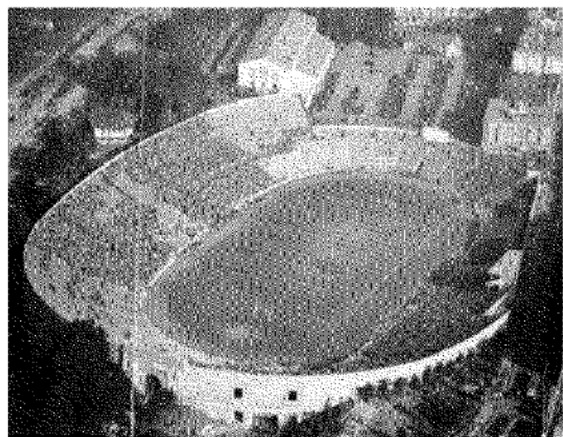


Value

Imagine being able to get into the NFL in the 1970's and grow your business through the growth of the NFL.

That is the opportunity that now exists in MMA.

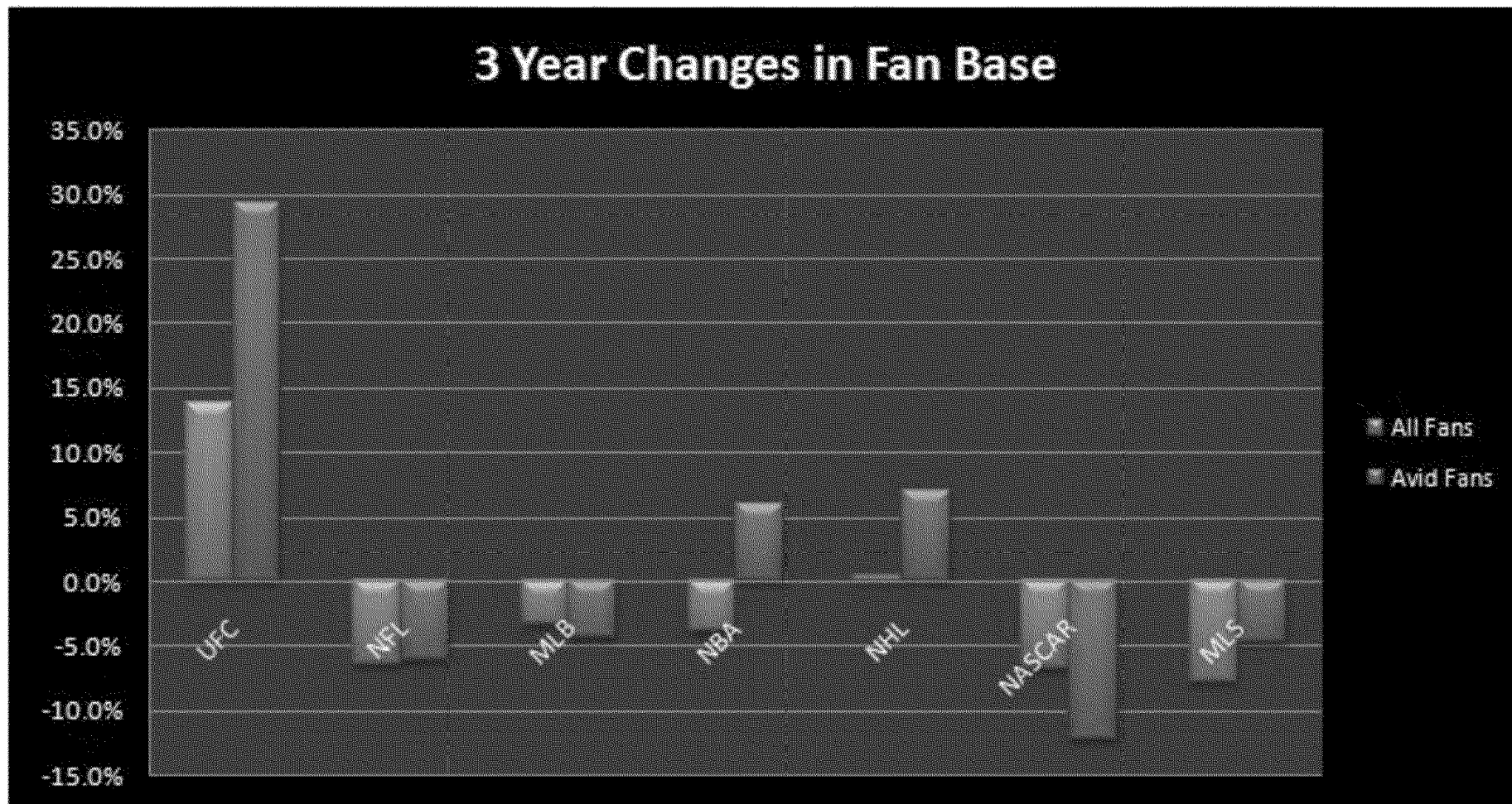
Viewers were 9% more likely to remember ads during UFC on Fox when compared to the norm of sports programming.



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Fastest Growing Sport in the World



*Source: MMA Payout.com

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Methods for Marketing

- Fighter Sponsorship
- Corporate Sponsorship



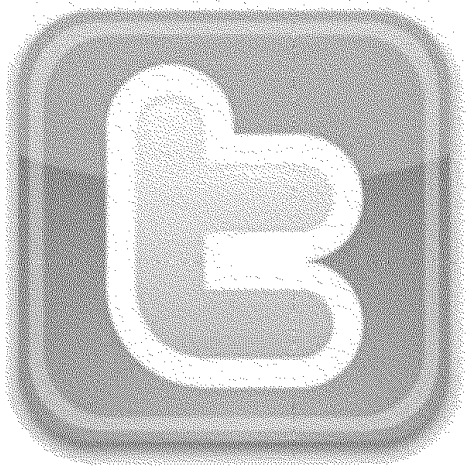
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Additional Value by Marketing with Athletes

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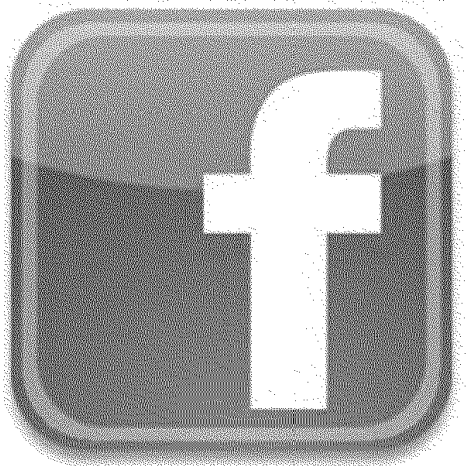
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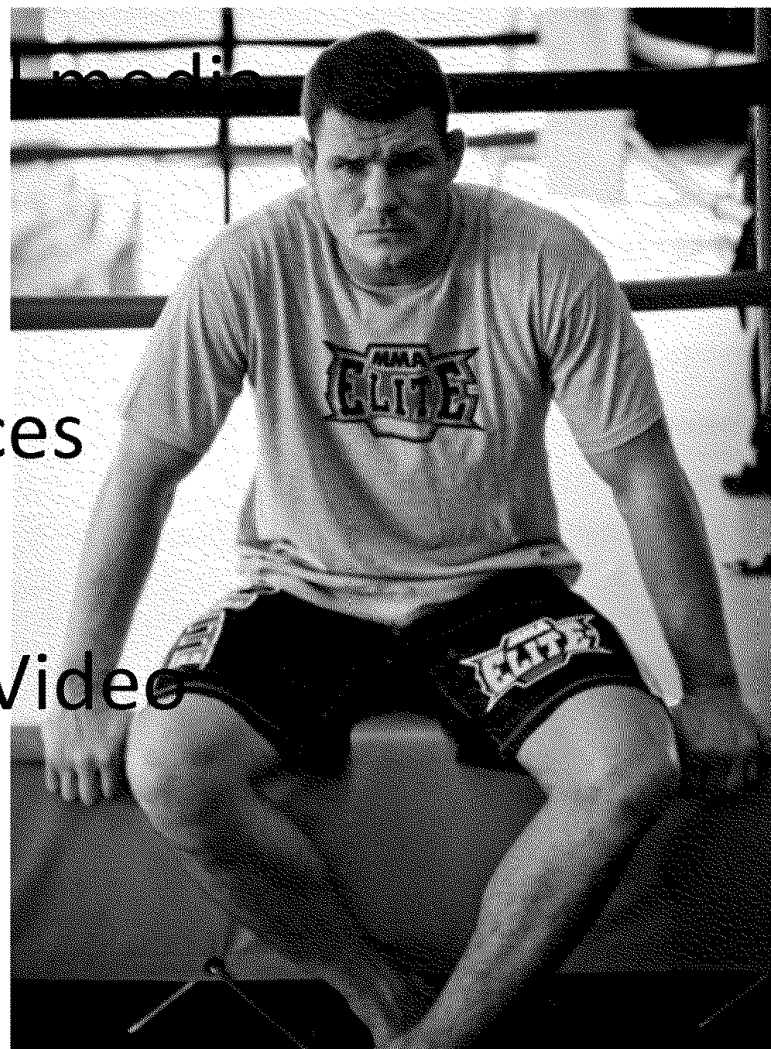
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THANK YOU!

If you have any questions or would like more information about opportunities in MMA please contact **Audie Attar**.

Email: Audie@ParadigmSM.com

Phone: [REDACTED]